

Position Title: Director of Community Development

Statement of Duties

Professional position with responsibility for the marketing of the nursing home in all its facets to include monitoring customer activity and admissions process. It is an essential criterion for this position to establish a strong presence within the health care community concentrating particularly on hospitals, physician's practices and home healthcare organizations while maintaining a positive public image to maximize census goals and profitability.

This position has facility operational authority in the absence of the Administrator.

Position Functions

Essential Functions

1. Establish a presence with targeted Acute Care providers to build awareness of the Nursing Home and its services.
2. Assess inquiries when necessary and respond to referrals within one hour whenever possible, facilitate admission decision and ensure a positive admission experience for the customer and family. Assess and respond to all admission inquiries providing customers and families with detailed information about the services offered and process requirements. Manage direct referrals from the private sector for LTC, respite or hospice services. Obtain application, medical information and set up on site visits.
3. Maintain a set visitation schedule to assigned hospitals serving as liaison between the Nursing Home and hospital personnel.
4. Aggressively seek out potential clients and facilitate referrals into the Nursing Home. Coordinate and conduct tours, provide applications and sales material to the customers, families and referrers either personally or by appropriate means.
5. Complete an accurate pre-admission assessment and gather clinical information to assess customer's required services and cost analysis. Ensure the accurate completion, signing and distribution of external and internal paperwork. Ensure the availability of resident specific equipment for new admissions.
6. Supervise and be responsible for the development and evaluation of the Admissions Coordinator.
7. Monitor re-hospitalized Nursing Home residents to ensure earliest possible return to the Nursing Home.
8. Monitor and report changes in referral patterns.

9. Serve as a marketing resource for the Nursing Home and initiate relationships where possible.
10. Facilitate and monitor progress in facility upgrades (i.e. renovations and painting of resident rooms.)
11. Facilitate community development/culture change initiatives.
12. Special projects as determined by the Administrator.
13. Function as an Administrator in Training. Meet the eligibility requirements for licensure as a New Hampshire Nursing Home Administrator.

Other Functions

1. Maintain professional image and demeanor.
2. Perform other appropriate duties as assigned.
3. Maintain and demonstrate the highest degrees of honesty, respect and consistency throughout all interactions.

Minimum Qualifications

A candidate for this position should have a minimum of a Bachelors degree with knowledge of Medicaid and Medicare requirement process (3-5) years experience in dealing effectively with the public and the elderly long-term care population required, or any combination of training and progressively responsible work experience as would demonstrate possession of the required knowledge, skills and abilities to perform the work.

A candidate for this position should have thorough knowledge of gerontology, social work and health care; a working knowledge of nursing home administration and operations; a working knowledge of insurance program coverage and reimbursement practices and policies. A candidate for this position should have the ability to plan, organize, direct and coordinate the activities of staff employees; to make clear, logical written and oral presentations; to develop and maintain effective relationships with employees, professional organizations, residents and their families, and with other social service professionals; to develop department operating budget; to communicate effectively with others, both orally and in writing.

Physical & Mental Requirements

The incumbent works in a moderately noisy office setting, with exposure to outdoor weather

conditions, fumes or airborne particles, moving mechanical parts and risk of electric shock up to _ of the time. There is little risk of personal injury. Physical demands generally involve standing, walking, use of hands, climbing or balancing, reaching with hands and arms and twisting and bending up to _ of the time; and sitting, talking or listening/hearing up to _ of the time. Frequently weight is lifted or force exerted up to 10 lbs. There are normal vision requirements for this position. Equipment used includes automobile, office machines and personal computers.

Job Environment

Incumbent must be aware of rules and regulations governing the treatment and needs of residents, and be able to provide assistance to professional and non-professional staff. Guidelines for performing work consist of policies, state and local laws and regulations. Some of the guides may lack application for resolving specific situations. Hence, judgment, ingenuity and creativity are essential to the position.

Errors made could result in personal injury, or severely jeopardize service, monetary loss, injury to other employees, damage to buildings or equipment, or legal liability.

The incumbent has frequent contact with the public via contacts with residents, applicants for admission, families and outside agencies. Other contacts are typically with the doctors, attorneys, federal, state and local agencies. Contacts occur in person, through use of the telephone and writing.

Supervision

Incumbent works under the administrative direction of the Administrator. There is considerable latitude for independent judgment and action in making day-to-day decisions within assigned areas of responsibility. The Administrator decides policy matters and questionable resident matters, but the incumbent is expected to provide input into the decision. Performance is evaluated through conferences and observations of results achieved.

Work performed is considered stable, subject to seasonal fluctuations and emergencies. The incumbent is required to work normal business hours but be available for work outside normal business hours.

I have read and understand the Job Description for the Director of Community Development.

Signature of Employee

Date

Witnessed

Date